

## ORDER



Orders	Order / Rev:	167168
	Alt Order #:	06342145
	Product Desc:	ROMNEY 4 PRESIDENT
	Estimate:	
	Flight Dates:	09/26/12 - 10/02/12
	Original Date / Rev:	09/25/12 / 09/25/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	<u>American Rambler Productions</u>
	Buying Contact:	<u>Stephanie Kincaid</u>
	Billing Contact:	<u></u>
		<u>139 Conant Street</u>
		<u>Beverly, MA 01915</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/M Romney/R/Pres/US
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	P-2
	Revenue Codes:	AGY, POL, CAND

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00 \_\_\_\_\_  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	39	\$42,925.00	\$36,486.25
10/01/12	10/02/12	19	\$16,880.00	\$14,348.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	39	\$42,925.00	\$36,486.25	0.00
October 2012	19	\$16,880.00	\$14,348.00	0.00
<b>Totals</b>	<b>58</b>	<b>\$59,805.00</b>	<b>\$50,834.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norton			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WDJT-TV-LP	17%	\$59,805.00
Market	100%	\$351,794.12

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	26%	\$91,466.47
WITI	36%	\$126,645.88
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	21%	\$73,876.76
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/01/12	10/02/12	Morning News M-F 6a - 7a	DM	6a-7a	MT-----	:30	2	\$20.00	LUR	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2				\$20.00		0.00			
E 2	WDJT	09/26/12	09/28/12	Morning News M-F 6a - 7a	DM	6a-7a	--WTF--	:30	3	\$50.00	P-2	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Advertiser: Poli/M Romney/R/Pres/US  
 Product Desc: ROMNEY 4 PRESIDENT  
 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	09/26/12	09/28/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a --WTF--	:30	3	\$50.00	P-2	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--WTF--		3		\$50.00		0.00				
E 3	WDJT	10/01/12	10/02/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a MT-----	:30	2	\$20.00	LUR	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		2		\$20.00		0.00				
E 4	WDJT	09/26/12	09/28/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a --WTF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--WTF--		4		\$50.00		0.00				
E 5	WDJT	09/26/12	09/26/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a --1----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--1----		1		\$300.00		0.00				
E 6	WDJT	10/01/12	10/02/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a MT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		2		\$300.00		0.00				
E 7	WDJT	09/26/12	09/28/12	News at Noon News at Noon	CM	12p-1230p --WTF--	:30	3	\$125.00	P-2	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--WTF--		3		\$125.00		0.00				
E 8	WDJT	10/01/12	10/02/12	News at Noon News at Noon	CM	12p-1230p MT-----	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		2		\$50.00		0.00				
E 9	WDJT	09/26/12	09/28/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p --WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--WTF--		3		\$250.00		0.00				
E 10	WDJT	10/01/12	10/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		2		\$250.00		0.00				
E 11	WDJT	10/01/12	10/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MT-----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		2		\$200.00		0.00				
E 12	WDJT	09/26/12	09/26/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p --1----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--1----		1		\$700.00		0.00				
E 13	WDJT	10/01/12	10/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		2		\$750.00		0.00				
E 14	WDJT	09/26/12	09/28/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--WTF--		3		\$750.00		0.00				
E 15	WDJT	10/01/12	10/02/12	M-F Late News M-F Late News	CM	10p-1035p MT----- (10:00 PM-10:30 PM)	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		2		\$750.00		0.00				
E 16	WDJT	09/26/12	09/28/12	M-F Late News M-F Late News	CM	10p-1035p --WTF-- (10:00 PM-10:30 PM)	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WDJT	09/26/12	09/28/12	M-F Late News M-F Late News	CM	10p-1035p (10:00 PM-10:30 PM)	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--WTF--		3		\$750.00		0.00				
E 17	WDJT	10/01/12	10/01/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p	:30	2	\$4,600.00	P-1	0.00	NM	2	\$9,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	2-----		2		\$4,600.00		0.00				
E 18	WDJT	10/02/12	10/02/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-1-----		1		\$3,000.00		0.00				
E 19	WDJT	09/26/12	09/26/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--1----		1		\$2,500.00		0.00				
E 20	WDJT	09/26/12	09/26/12	Wed 9p - 10p CSI: Crime Scene Investigation	CM	Wed 9p - 10p	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--1----		1		\$5,000.00		0.00				
E 21	WDJT	09/28/12	09/28/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	----1--		1		\$4,000.00		0.00				
E 22	WDJT	09/29/12	09/29/12	CBS Sat Morn Nws 6a-8a CBS This Morning: Sat 6a-9a	CM	6a-9a (6:00 AM-8:00 AM)	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1-		1		\$50.00		0.00				
E 23	WDJT	09/29/12	09/29/12	Sa 9p - 10p 48 Hours Mystery	CM	9p - 10p	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1-		1		\$600.00		0.00				
E 24	WDJT	09/29/12	09/29/12	Sat Late News Sat Late News	CM	10p-1035p (10:00 PM-10:30 PM)	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1-		1		\$300.00		0.00				
E 25	WDJT	09/30/12	09/30/12	Eye to Eye Eye to Eye 7a	CM	7a-730a	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1		1		\$150.00		0.00				
E 26	WDJT	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a (8:00 AM-9:30 AM)	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----2		2		\$500.00		0.00				
E 27	WDJT	09/30/12	09/30/12	Face the Nation Face the Nation	CM	930a-10a (9:30 AM-10:30 AM)	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1		1		\$500.00		0.00				
E 28	WDJT	09/30/12	09/30/12	Sun 10-1030a Green Bay Nation	SPRT	10a-1030a	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1		1		\$100.00		0.00				
E 29	WDJT	09/30/12	09/30/12	NFL Early Game Regular NFL Early Game	SPRT	NFL Early Game	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----2		2		\$2,000.00		0.00				
E 30	WDJT	09/30/12	09/30/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	:30	2	\$6,000.00	P-1	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----2		2		\$6,000.00		0.00				

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E 30	WDJT	09/30/12	09/30/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----2	:30	2	\$6,000.00	P-1	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----2		2		\$6,000.00		0.00				
E 31	WDJT	09/30/12	09/30/12	Su 8p - 9p The Good Wife	CM	8p-9p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----1		1		\$2,500.00		0.00				
E 32	WDJT	09/30/12	09/30/12	Su 9p - 10p Mentalist	CM	9p-10p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----1		1		\$2,500.00		0.00				
E 33	WDJT	09/30/12	09/30/12	Sun Late News Sun Late News	CM	10p-1035p (10:00 PM-10:30 PM) -----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----1		1		\$750.00		0.00				
Totals													58	\$59,805.00